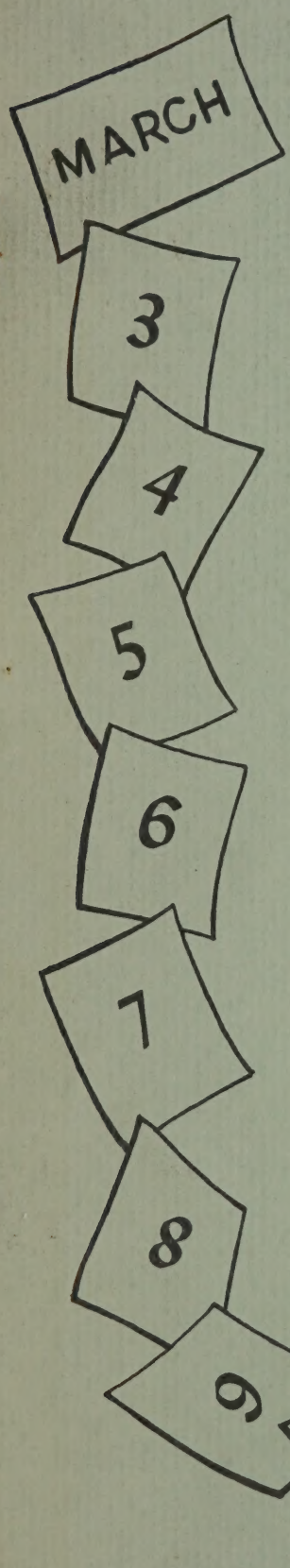
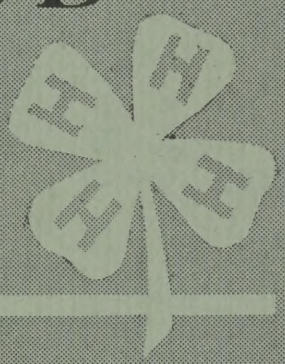


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NATIONAL 4-H CLUB WEEK



THEME: Working Together
For World Understanding.

Extension Service
U. S. Department of Agriculture

A MESSAGE TO ALL 4-H CLUB LEADERS

National 4-H Club Week is the most important 4-H event of the year. It is the week when an effort is made to tell the story of 4-H Club work to the public. This year, the 4-H story has as its theme, "Working together for world understanding." Our 4-H young people have already done much to this end. But there is much more to be done during this critical period in world history.

These young people, as they check on their 4-H project work, as they "get set" for the year ahead, as they hold "open house" for the friends of 4-H, need to have faith in themselves and faith in the future. They need to be more alert than ever before to the needs of young people in other lands. They need to have an even greater spirit of sharing what they have with hungry young people, both here and abroad. These needs, as great as they may seem, can be satisfied in a large measure by you leaders as you work with your own 4-H members.

But there are other needs that must be taken into account also. As we note how many people the world over have succumbed to traitorous acts, forsaking their homes and their own countries for nakedly selfish objectives, it becomes plain to us that our own task as leaders is to help our youth in every way possible to develop a moral stamina that will courageously withstand treacherous intrigue and enticement. In this major undertaking, it is for us to help these young people to think clearly, to know the facts about their Nation's greatness, and to know equally well the forces of communism that seek to overthrow our Nation and all those other Nations that depend upon us.

As the new year unfolds and preparations are made for the observance of National 4-H Club Week, may all you club leaders face this major task for the year with faith that through Divine guidance, 4-H young people may develop into stalwart, courageous citizens, unflinching in their loyalty to their homes and to their country.

M. L. Wilson

Director of Extension Work

UNITED STATES DEPARTMENT OF AGRICULTURE
Extension Service
Washington 25, D. C.

+ OBSERVANCE
OF
NATIONAL 4-H CLUB WEEK

March 3-11, 1951

THEME: WORKING TOGETHER FOR WORLD UNDERSTANDING X

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Prepared by Gertrude L. Warren, Organization of 4-H Club Work, Division of Field Coordination, in cooperation with Althea Thacker, Gertrude L. Power, Margaret Madden Meschi, and Janice Shervey, Division of Extension Information.

THE 1951 NATIONAL 4-H CLUB WEEK

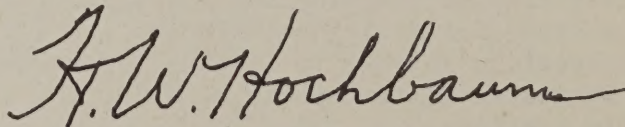
March 3 - 11

WHAT IT IS

1951 Theme: Working Together for World Understanding

National 4-H Club Week is the most important 4-H event of the year. Locally, it is the week when all 4-H members take stock of what may be needed for the successful completion of their 4-H goals, so essential in the building of sturdy character. It is a "check-up" week, a "get-set" week. Moreover, it may be an "open-house" week when members get together to display what they have accomplished to date, to welcome new members, to exchange ideas, and to inform parents and neighbors regarding the newest developments in their 4-H program.

Nationally, 4-H Club Week provides an excellent opportunity to tell the 4-H story to the general public through the press, radio and television. If this is done well, the people of our country will understand the far-reaching values of the 4-H program. Then they will increasingly support 4-H work wherever they may be to the end that all youth may serve as alert, sturdy citizens in the best interests of national and world peace and progress.



H. W. Hochbaum, Chief
Division of Field Coordination

NATIONAL 4-H CLUB WEEK

March 3-11, 1951

SUGGESTIONS TO THE GENERAL PUBLIC

Get acquainted with the 4-H Club program.

Help recruit members for a 4-H Club.

Assist in organizing a 4-H Club.

Be a local 4-H leader or help members find one.

Encourage your own boys and girls to be 4-H members.

Encourage other boys and girls to be 4-H members.

Help to transport members to 4-H meetings.

Encourage and help members to take part in various 4-H Club activities.

Assist members to secure needed equipment and supplies.

Encourage members to complete their project work.

Help the local 4-H Club with its activities.

Back up the 4-H Clubs and club leaders in your neighborhood.

Tell parents what 4-H Club work can mean to their own boys and girls.

Help outstanding community leaders to recognize the far-reaching values of the 4-H Club program.

WHAT NATIONAL 4-H CLUB WEEK WILL BE LOCALLY

THE FIRST 1951 CHECK-UP
MEMBERS - LEADERS - CLUBS

This is the one time of the year when 4-H members everywhere are encouraged to take an inventory of their 4-H project work. In most States, it is planting time or nearing the season when everything must be in readiness for the work ahead. The following are some suggested questions to be circulated among 4-H members by local 4-H leaders in order that they may "get-set" for the work ahead:

1. Have you the needed supplies and equipment for your 1951 project work?
2. Have you sufficient instructions to carry on your 1951 work successfully?
3. Are you using your 1951 4-H record books? If not, why not?
4. Are you in doubt about any phase of your 1951 4-H work?
5. Have you asked your local 4-H leader to help you regarding such phases?
6. Are you attending 4-H meetings regularly? If not, why not?
7. What plans are under way during 1951 for rendering service to your community? To those in distress abroad in carrying out your 1951 theme?
8. Do your parents and neighbors know what you are doing in your 4-H Club work? Are they interested? If not, why not?
9. How are you and your fellow Club members planning to inform your community regarding your 4-H work during 1951?
10. Have you reaffirmed your intentions to carry your 1951 4-H goals to completion?

"Careful planning and checking are basic to successful 4-H completions."

WHAT THE 1951 - 4-H CLUB WEEK WILL BE NATIONALLY

IT WILL PROVIDE THE FIRST 1951 NATIONAL 4-H BROADCASTS

This will be one of the two times throughout the year when most of the radio broadcasting programs will highlight the 1951 distinguishing features of 4-H Club work.

These programs will feature:

The 1951 National 4-H Club theme, "Working Together for World Understanding."

The Objectives of 4-H Club Work to be Emphasized in 1951.

The Outstanding Achievements of 4-H Club Members as a Guide for 1951.

The Values of the 4-H Club Program to be Featured in 1951.

The Importance of Good Beginnings and Successful Completions as a Part of the Success of 4-H Members in 1951.

Importance of Aiding the 4-H Club Program in 1951.

IT WILL PROVIDE OTHER NATIONAL 4-H FEATURES

4-H Messages by Distinguished Citizens

National 4-H News Releases

Magazine Articles on 4-H Club Work

National Television of 4-H Broadcasts

"It is our responsibility as 4-H leaders to tell effectively the 4-H Club story. When this is done, parents, teachers, clergymen, business and professional men - yes, the entire community, will understand and encourage 4-H members as they go about doing a part of the world's work."

NATIONAL 4-H CLUB WEEK

(An Editorial)

March 3 - 11, 1951

The calendar of the year is filled with weeks and days set aside by various organizations. The purpose is to keep the public aware of the objectives, accomplishments, and values of these organizations and to deepen the loyalties of members. It is neither possible, nor wise, to observe all of them, so it resolves itself to selecting those events that are of most concern to our lives. National 4-H Club Week is of special concern to the American people because it calls attention to the opportunities offered to rural boys and girls through 4-H Club Work. It may go even farther and re-affirm the conviction that cultivation of the earth is the most important labor of man, and farm life is a satisfying one.

To be really apropos, National 4-H Club Week should fall in the week that has the date of May 8 for it was on that date that the Federal Congress passed the law which made Agricultural Extension Work possible. It was then that our Government made an investment in rural youth.

That was in 1914. Since then 4-H Club Work has given millions of youth a chance to improve their lives - how many, would be but a guess; how much, is immeasurable. This we do know, the youth who wrested his way from a meager start to a person of substance and influence, grew by working and shouldering responsibility. The pasture oak that grew out in the open where all winds that blew had a chance at it, and strained it so that all of its fibers were knit together - that's the kind of tree that made a tough axe handle. It is well to remind ourselves during this week that the daily job with purpose and value knits and strengthens the fibers of young lives. Whatever the age, satisfying work is the solution to the riddle of life.

We believe that 4-H Club work has in it those elements that will add these meanings to youthful lives. The week is not set aside to glorify Club Work, but to make its purpose known so that its values may be deepened in its members and widened to include more members. The work of the 4-H Clubs has made a definite contribution to the strength of the Nation. It has been a splendid investment for Uncle Sam. These are some of the meanings of National 4-H Club Week.

From "Wisconsin 4-H Leader."

NATIONAL 4-H CLUB WEEK

MAIN OBJECTIVES

The following objectives for the observance of the 1951 National 4-H Club Week are applicable to the whole country. However, it is suggested that in the local community only those objectives be selected for emphasis that seem most important in the sound development of the 1951 community 4-H Club program.

1. To make it possible for all 4-H members to become familiar with the 1951 theme, "Working Together for World Understanding," and to see that it is emphasized in their 1951 4-H programs.
2. To provide 4-H members an opportunity to inventory their 4-H activities as a "check-up" on their own efforts to date in carrying to completion any 4-H programs already started. Note the items on pages 4-5. This is very important.
3. To give 4-H members an opportunity to reaffirm their intentions of carrying their 1951 club goals to completion.
4. To acquaint parents in every community with what 4-H members are already doing, especially in connection with those activities within the framework of the 10 4-H guideposts.
5. To encourage 4-H Clubs to inventory in their communities, those young people eligible for membership and to stimulate every 4-H member to assume responsibility for enrolling at least one new member. If 4-H enrollment week has already occurred, this objective may be disregarded.
6. To give recognition to the far-reaching results of 4-H Club work from the standpoint of the Nation, State, county and local community through the press, magazines, and radio. The general public, especially on a nation-wide basis, is entitled to be adequately informed as to the far-reaching importance of the 4-H Clubs, particularly in helping to "win the peace" through world-wide understanding.
7. To enlist more public-spirited citizens to the 4-H Club program.
8. To use National 4-H Club Week for the announcement of the 4-H Club calendar of 4-H events for the year on a State, county, or local basis.

National 4-H Club Week	March 3-11
National 4-H Sunday	April 29
National 4-H Club Camp	June 13-20
National 4-H Achievement Week	November 3-11
National 4-H Club Congress	November 25-29

A 4-H REPORT TO THE NATION
1951

OUR RESPONSIBILITY

It is our responsibility to tell as effectively as possible the inspiring 4-H Club story about the outstanding achievements of the nearly two million stout-hearted 4-H boys and girls who are daily demonstrating worth-while farm, home, and community practices.

- - - - -

It is equally our responsibility to encourage the general public to observe the actual work being done by 4-H members everywhere. Attention may be called to attractive window displays and exhibits of 4-H activities under way; to skilled 4-H demonstrations; and to the many useful tasks being performed voluntarily and happily by club members in countless rural homes marked with the 4-H sign along the highways of this Nation.

- - - - -

Moreover, it is our responsibility to highlight the outstanding contributions of 4-H Club members in helping to develop world-wide understanding and peaceful relationships, as indicated by the thousands of 4-H letters sent to far-distant places; the quantities of food, clothing, and other supplies distributed abroad; and the sizable number of exchange visits made by these "4-H grass-root diplomats" of ours, involving hundreds of farms across the seas.

- - - - -

When all these things are done, in telling the 4-H story, parents, neighbors, teachers, clergymen, business and professional men will be convinced of the powerful force of the 4-H program. Then, the entire community and, in turn, the entire Nation, will understand and encourage, more than ever before, 4-H members as they go about doing a significant part of the world's work. Then, general public support will be materially strengthened, making it possible for a correspondingly increased number of boys and girls to receive the benefits of the 4-H program - dynamic in its potentialities for helping to build a strong, efficient, and courageous citizenry throughout the Nation.

A 4-H REPORT TO THE NATION
1950

HIGHLIGHTS

4-H accomplishments set a new high record according to latest reports.

- - - - -

Of the nearly 2,000,000 young people enrolled in 4-H Club work, over 77.8 percent completed their project work in farming or homemaking.

- - - - -

Nearly 15,000,000 rural young people have participated in 4-H Club work at some time.

- - - - -

4-H members do things in the home and on the farm.
They produce.
They conserve.
They assume home responsibilities.

- - - - -

4-H members do things in their communities.
They build.
They serve.
They become responsible citizens.

- - - - -

4-H members work to make America strong.
They improve their own health.
They improve health conditions in home and community.

- - - - -

4-H members strive for world peace.
They share with those across the seas.
They send needed supplies.
They exchange friendly greetings.
They make visits to each other's homes.
They help others to understand.

- - - - -

4-H members lead that others may do and serve.

NATIONAL 4-H CLUB ACHIEVEMENTS, 1950*

A RECORD YEAR

What nearly 2,000,000 Members Did in Their 84,000 4-H Clubs
Under the Guidance of Their 250,000 Local Volunteer Club Leaders

1. 4-H members produced and conserved food, to make more available for their own families, for other families, and for those in need in other lands:

Garden products	acres	100,000
Poultry	birds	9,000,000
Livestock	head	1,000,000
Food crops.	acres	900,000
Products preserved.	quarts.	16,000,000
Food frozen	pounds.	3,000,000

2. They made their homes more attractive and livable through their 4-H Club work in --

Food planning, preparation and service	meals	20,000,000
Room improvement.	units	650,000
Arts and crafts	articles.	350,000
Home management	activities.	130,000
Beautification of home grounds	homes	120,000
Clothing.	garments.	2,200,000
Child care.	children.	17,000
Music appreciation.	homes reached	225,000

3. They made their homes and home farms more efficient and profitable through their 4-H Club work.

<u>Club members</u>	<u>Achievement</u>
310,000	kept personal accounts
510,000	participated in fire and accident prevention
130,000	made use of special economic information
360,000	conducted soil and wildlife conservation practices
150,000	carried on forestry activities
50,000	engaged in work relating to agricultural engineering, electricity, tractor maintenance, and general farm repairs

* Estimates, based on reports of State club Leaders for 1950.

4. They improved their own health, and cooperated in improving health conditions in their homes and communities.

Club members

Achievement

700,000 carried on special health activities
300,000 had periodic health examinations
240,000 trained in home nursing and first aid

Thousands of club members checked and improved their own food and health habits.

Thousands more removed farm and home accident hazards.

An equally large number prepared and served 30,000,000 meals in keeping with the nutritional needs of their own families.

5. They worked as responsible citizens to improve their own communities.

Club members

Achievement

50,000 served as junior 4-H project leaders
235,000 conducted recreational leadership activities
45,000 . . engaged in community activities, such as improving public grounds, conducting local fairs, and helping those in distress
415,000 demonstrated improved farm and home practices to their neighbors and other interested people of their communities.

Thousands of 4-H members developed a deeper appreciation of the American way of life by practicing and demonstrating democracy at home and in their club and community. They did much to help those in distress - victims of polio and other dread diseases, floods and earthquakes.

6. They gained a better understanding of their responsibilities in the world today.

They sent needed supplies to the less fortunate across the seas. These gifts included thousands of packages containing food, clothing, garden seeds and equipment of various types such as hand cultivators and sewing machines.

They corresponded with many of those to whom these gifts were sent, and over fifty representative 4-H members helped in the homes and on the farms of young people in such far-distant countries.

In their 4-H discussions, in spite of discouraging news from overseas, they spent more time than ever before at their 4-H meetings and at their 4-H camps, trying to understand some of the important social and economic forces now at work in the world and the steps to take in developing the good-neighbor spirit at home and abroad, to the end that there may finally be a just and lasting settlement of differences.

SOME GENERAL SUGGESTIONS

1. National, State, and local broadcasts, including transcriptions highlighting what 4-H young people are planning to do in 1951.
2. Messages to 4-H members by high Government or State officials and other prominent friends of 4-H Club work. A number of governors are planning to issue such messages.
3. Special recognition of National 4-H Club Week in churches and schools.
4. Breakfasts, luncheons and dinners by sponsors of 4-H Club work; "Open Houses" by 4-H members in local communities.
5. National, State, and county news, magazine articles, and feature material in weekly and Sunday newspaper editions relating to the main theme of the Week and 4-H Club accomplishments to date.
6. Use of window displays, stickers, and other material furnished by the National Committee on Boys and Girls Club Work. The National Committee will also cooperate as usual in relation to the other main activities of the Week. See Page 13.
7. Special 4-H exhibits, demonstrations, and posters in public places.
8. Especially featured 4-H meetings, parades, and other 4-H events.
9. Announcement of a 4-H Club calendar for year on State, county, or local basis. Such a calendar might include such items as the 4-H goals, dates of 4-H events, and local leaders' meetings.
10. Mobilization of the 4-H delegates attending 1950 National 4-H Camp and the 1950 National 4-H Club Congress in helping to make the 1951 National 4-H Club Week as significant as possible.

THE MOST REGAL GIFT

Creative and Eternal

"The most regal gift we can give our
fellowmen is to aid in their development."

-- Wu Mind Fu

SOME SUGGESTIONS FOR PARTICIPATION OF FRIENDS OF 4-H CLUB WORK

National 4-H Club Week may be an opportune time for the participation of the friends of 4-H Club Work—donors, sponsors, advisers, volunteer leaders, and members of service clubs, as well as members of national, State, and local 4-H committees. All such leaders may do much to call attention to the importance of the 1951 National 4-H Club Week, as well as to assume various responsibilities in carrying out special activities during the week to reinforce any 4-H events planned. Special meetings may be held on national, State, and local levels to report on the status of 4-H Club work, achievements to date, and to exchange ideas for the further strengthening of the work.

SUMMARY OF NATIONAL PLANS FOR OBSERVANCE OF NATIONAL 4-H CLUB WEEK

See Pages 4-5

Nationally, this week will be featured by the most recent 4-H report by radio to the Nation, by news releases, magazine articles, exhibits, and in other ways. Special messages from high-ranking officials will be sent to all State club leaders. Fact sheets for use of editors and others will also be prepared and sent. What 4-H Club work is, its peacetime goals, and special plans for 1951 will be highlighted. Special emphasis on the importance of a good beginning and a good completion will be featured in every way possible.

Some special National 4-H broadcasts have already been arranged. Announcements will be made later. The cooperation of several other agencies, as well as a number of commercial concerns, has been assured.

As is customary, the National Committee on Boys and Girls Club Work will cooperate to the full in (1) furnishing supplies such as 4-H posters, stickers, slogan cards for window displays, colored slides with narration, various transcriptions featuring the 4-H Club program, and phonograph records; (2) helping to get 4-H announcements on commercial radio broadcasts; (3) interesting commercial concerns in taking part in the observance of the week; and (4) supplying material for use in magazine and farm papers.

A SUGGESTED STATE MESSAGE TO ALL 4-H MEMBERS

National 4-H Club Week is one of two special weeks which 4-H Club members throughout the Nation join in observing each year. Held each spring about "planting time," it is a high point in setting the year's 4-H goals, and planning the 4-H program. Moreover, it serves as the "kick off" for the whole year's work.

"Working Together for World Understanding" is the main theme for National 4-H Club Week this year. Boys and girls, who participate in 4-H projects and are active in building strong 4-H Clubs, are working together for a better home community. Building a better home community makes for a better world and a better world community.

Study your plans and see that these plans fit your own needs and those of your club and your community. Check your 4-H Club program and plans against the ten 4-H guideposts. Do they stress—(1) developing talents for greater usefulness? (2) joining with friends for work, fun, and fellowship? (3) learning to live in a changing world? (4) choosing a way to earn a living? (5) producing food and fiber for home and market? (6) creating better homes for better living? (7) conserving nature's resources for security and happiness? (8) building health for a strong America? (9) sharing responsibilities for community improvement? (10) serving as citizens in maintaining world peace?

Check up also on your individual 4-H activities in which you intend to participate some time this year. Do you have your needed 4-H supplies and membership card? Have you started your records on your projects and are you keeping your record book up to date?

Are all the boys and girls in your community, who are 10 to 21 years old, 4-H Club members? If not, helping them to get started on some 4-H projects will help them, will help you, will help your 4-H Club and your community.

Now is the time to rededicate yourself to the 4-H ideals. For 1951 really pledge your Head to clearer thinking, your Heart to greater loyalty, your Hands to larger service, and your Health to better living for your club, your community and your country. This year, really strive To Make the Best Better. You will have more fun. You will be developing into better and more useful citizens. You will be working together for a better home and world community.

--- Adapted from Message Issued
by Georgia State 4-H Office.

SUGGESTED 1951 STATE 4-H PLANS

1. State 4-H radio and television broadcasts.

These may feature total 4-H accomplishments, values and 1951 goals.

2. Messages to all 4-H members by high Federal and State Government officials and other prominent friends of 4-H Club work.

There will be a special message by the President of the United States.

3. National and State news and feature material.

These will be concerned with total accomplishments by 4-H members during the past year in community, county, State and Nation, the far-reaching values of the 4-H program and encouragement of 4-H members and local leaders to continue.

4. Magazine articles and feature articles.

In this connection, of special importance will be the weekly and Sunday newspapers, as well as Extension news channels.

5. Use of National and State 4-H posters.

A large number of very attractive posters are now available through the courtesy of the Spool Cotton Company.

6. Use of window displays, stickers, gate signs, and other aids.

Such aids will be furnished by the National Committee on Boys and Girls Club Work. "The National 4-H Club News" will play a significant part in providing suitable recognitions for deserving local leaders and 4-H members and various suggestions for helping 4-H members achieve their goals during 1951.

7. Commercial cooperation; window displays of 4-H Club effort.

8. Emphasis on the national 4-H theme, "Working Together for World Understanding."

A GOVERNOR'S MESSAGE

Each year, many high-ranking officials make statements regarding the observance of National 4-H Club Week. Among such are messages by governors in various States. Two 1950 typical messages are here presented.

State of West Virginia
Executive Department
Charleston

Okey L. Patteson
Governor

GREETINGS TO CLUB MEMBERS, PARENTS AND LEADERS
OF OUR STATE 4-H CLUBS.

I sincerely appreciate the opportunity thus afforded me to extend greetings to our West Virginia 4-H Club members during the annual observance of National 4-H Club Week from March 4-12.

Personally and as Governor it is my pleasure to extend to you my very heartiest congratulations upon the excellent records which you have established in your various activities. You members have gained recognition for your 4-H Clubs and for the entire State of West Virginia as well.

Your fine record during 1949 shows beyond the shadow of a doubt that there is real cooperation between members, parents and leaders in this organization, in that, you achieved an all-time record enrollment of 32,587 members.

The theme you have chosen for this year is indeed most outstanding and is a challenge to all -- "Better Living for a Better World." I know you will accept this challenge, and do all in your power to achieve the goal which has been set for you. My very best wishes to all of you for a most successful 4-H Club Year.

OKEY L. PATTESON,
Governor

A GOVERNOR'S MESSAGE

TO THE 4-H BOYS AND GIRLS OF THE STATE OF WASHINGTON:

It is an honor for the Governor of your state to extend cordial greetings to the boys and girls of the 4-H Clubs and to their leaders who, through unselfish service, are helping mold a better tomorrow.

You, the farmers of the future, have both a challenging opportunity and a great responsibility. In your hands will be placed the custody of our soil, one of our greatest natural resources.

As the farmer tills the soil to produce the things we need today, he must also conserve the soil for the generations to come. This great fundamental is taught by the 4-H Clubs in the best school of all, the practical school of experience.

I am deeply impressed by the fine work you boys and girls are doing. But I congratulate you most of all on your spirit of independent self-reliance, which says: "We are glad and proud to accept the responsibility which is ours. We will discharge that responsibility ourselves, with the loyalty that is in our hearts, with the skill of our hands, with the strength of our good health, and with all the knowledge we can acquire."

You may be assured that the State of Washington, through its schools and various divisions of government, will continue to assist you in your objectives, confident that in the world of tomorrow you will be trustworthy custodians of our vast agricultural resource.

Sincerely,

ARTHUR B. LANGLIE

Governor

State of Washington

SUGGESTED STATE BROADCAST BRIEFS

(Adapted from 1950 Reports)

THIS IS NATIONAL FOUR-H CLUB WEEK (2 mins., 10 secs.)

Virginia's rural youth will hold forth this week with the observance of National 4-H Club Week, which began on Saturday. Some 50,000 Virginia club members will join more than two million over the country in paying tribute to the world's largest rural youth organization. The 1951 theme for club week is "Working Together for World Understanding." Practically every county in Virginia and throughout the Nation will hold special programs this week for parents and friends of 4-H work, to acquaint them with what 4-H members are doing. In every community, club members will be setting their goals and plans for the next year's Four-H program.

Today there are 4-H clubs in nearly all counties of every State, and in Alaska, Hawaii, and Puerto Rico as well as in far-distant lands. These clubs are organized groups of young people who are engaged in farming, home-making, or community activities under the guidance of Agricultural Extension workers and local volunteer leaders trained by them. Each group elects its own officers, plans and conducts programs based on their own needs and interests and those of the community. Each club holds regular meetings and takes part in community activities. Four-H Club work is part of the system of Extension work in agriculture and home economics. Of course, your local county extension agent's office is where you go to find out more about 4-H Club work. In many Virginia communities this week, there will be open houses to welcome new members. Speaking to the Nation's 4-H Club members this week, President Truman said, " * * * * * ."

-- Virginia (1950)

"Working Together for World Understanding" . . . that's the theme for National 4-H Club Week this year. The dates for this event have been set for March 3 to 11 and during that week, 4-H Club members all over the country will be "getting set," with that theme in mind, for another successful year of 4-H Club work. At the same time these boys and girls and their leaders hope to interest others in joining 4-H Clubs. The theme, "Working Together for World Understanding" is not just a high-sounding phrase to those 4-H youngsters. It's a real practical motto for work and effort in their clubs and in their daily lives. And they back up their ideas with actions. Clubs and counties worked together to do their bit toward a better world last year by sending CARE packages, by collecting and mending clothing to send overseas, by adopting needy families abroad, and by contributing money to buy hoes and rakes and other small tools to send to Germany. That gives you an idea of the kind of service and the kind of philosophy behind these clubs. Remember the dates of the National 4-H Club Week -- March 3-11.

-- New York (1950)

SUGGESTED STATE BROADCAST BRIEFS

SOUTH CAROLINA WILL OBSERVE FOUR-H CLUB WEEK. South Carolina's 4-H Club members and leaders will join in observance of National 4-H Club Week, beginning March 3. During this week the 2,000,000 boys and girls throughout the Nation will rededicate "Heads, Hearts, Hands, and Health" to working together toward a better home and world community.

Stressing the theme, "Working Together for World Understanding," 4-H Club members and their leaders, during the week of March 3-11, will with National, State, and local broadcasts, magazine and newspaper articles, posters, exhibits, and demonstrations further acquaint the public with the 4-H Club work of the past and the goals for 1951.

In proclaiming 4-H Club week in South Carolina, the Governor said: "I urge that all citizens of South Carolina, particularly those in rural areas, encourage the continued growth and influence of the 4-H Clubs. Four-H Club work makes for good homes, good citizens, and a more cultural rural life."

In South Carolina, National 4-H Club Week will afford opportunity for members and their clubs to check on their efforts in carrying out the programs and goals they have already started. They will use the observance week as a "4-H Get Set Week for Greater Achievements in 1951." As a part of the largest rural youth organization in the world, the some 50,000 members in South Carolina 4-H Clubs will, during the week, give the public an opportunity to take a look at 4-H Club work as it is being carried on in the communities and counties.

Beginning Sunday morning, March 4, club groups and members will take part in 4-H Sunday school and church services in their local churches. Other activities and special features of the week will include 4-H store window displays, radio programs, special chapel programs in schools, parent-club member meetings and county rallies.

-- Adapted - South Carolina

"Largest rural youth organization in the world, the 4-H Clubs are observing now their National 4-H Club Week. Numbering almost 2,000,000 boys and girls between the ages of 10 and 21 years, they are enrolled in nearly 100,000 clubs throughout the United States, as well as in Alaska, Hawaii, and Puerto Rico. England, Norway, Sweden, Denmark, Finland, Cuba, Venezuela, Korea, and other nations also, have 4-H Clubs or similar organizations.

"The 4-H Club program provides opportunity for activity, adventure, and achievement. Each 4-H member does one or more phases of project work, under supervision of the county Extension agent and local volunteer leaders, that will demonstrate or teach better ways of homemaking and agriculture. 4-H boys and girls are practicing democratic procedures and developing in their 4-H Clubs a deeper appreciation of life in the country and of the democratic way of life."

-- Mississippi

SUGGESTED COUNTY OR COMMUNITY PLANS

See Pages 4-5

1. Information about the 1951 National 4-H Club Week in radio and television broadcasts, weekly papers, extra editions, editorials, and advertisements. Emphasis on the 1951 National 4-H theme, "Working Together for World Understanding."
2. Opportunity provided 4-H members to become familiar with the 10 4-H guideposts; to use these to analyze their own situations, and to check up on the progress of their work to date; to reaffirm their intention of attaining their 1951 goals; and to rededicate their Heads, Hearts, Hands, and Health in working together for a better home and world community. See pages 4-5.
3. Action taken to provide needed supplies, equipment, and instruction to insure satisfactory completions.
4. Survey of young people eligible for 4-H membership in every community in keeping with a map for the community, showing the homes of those not enrolled.
5. Some responsibility placed on every 4-H member in reaching those eligible for 4-H membership. Disregard if 4-H enrollment drive has been completed.
6. 4-H exhibits, including window displays in local banks or store windows.
7. 4-H demonstrations in local store windows or community meeting places.
8. 4-H posters or 4-H signs for use on windows in homes or on farm gates of 4-H members.
9. 4-H posters in town hall, post office, local bank, local theaters, or other public places.
10. Use of 4-H stickers on menu cards in leading hotels.
11. Some observance of National 4-H Club Week in local churches on March 4 or 11.

12. Assembly programs on 4-H theme, exhibits, and use of loud speaker systems in schools regarding 4-H Club work.
13. Local 4-H parades and other 4-H events, such as "open houses" held by 4-H members.
14. Motion pictures of 4-H Club work in local theaters; use of 4-H transcriptions or 4-H colored slides.
15. Participation of 4-H Club members in adult programs, reporting what has been accomplished and what is being planned for 1951, especially in connection with the 1951 theme, "Working Together for World Understanding."
16. Announcement of 4-H Club calendar for year, including such items as 4-H goals, dates of 4-H events and local leaders' meetings, and plans for ensuing year.
17. Announcement of names of new members enrolled.
18. Recognition of local 4-H leadership.
19. Publication of letters from former 4-H Club members in local papers.
20. Use of 4-H flags and banners.
21. Wearing of special 4-H parade uniforms, 4-H insignia on arm bands, or special 4-H pins.

"The reflection of the ultimate value of 4-H Club work is embodied in the development of those attitudes - those infectious, irresistible personalities and that self-confidence on the part of club members which will equip them to live in a very complete society and ANYWHERE in that society." That is an important word - "anywhere." In 4-H Club work we see TOMORROW in the making.

-- B. S. Futton

A SUGGESTED MESSAGE TO LOCAL LEADERS

"As citizens of this county, we would like to take this opportunity to personally congratulate you 4-H leaders for the fine job you have been doing with our rural youth. It is only through your unceasing efforts and the many hours of your time that this task has been accomplished. We know that often you are busy with your own work at home but time and time again you have worked a little faster and stayed up a little later in order to make your 4-H Club click. You realize the great responsibilities that have been given you in helping these 4-H'ers become the kind of adults this nation needs. May your National 4-H Club Week be a great success so that many young people will have the opportunities you are helping to provide. We want to urge every boy and girl between the ages of 10 and 21 to join the 4-H organization in this county under your inspiring leadership."

-- Mississippi

SOME SUGGESTIONS FOR SPECIAL 4-H MEETINGS DURING NATIONAL 4-H CLUB WEEK

"4-H OPEN HOUSE WEEK"

1. Use of town hall or some other community place to provide opportunity for 4-H members to show what they can do.
2. 4-H exhibits on display, as well as 4-H posters and pictures illustrating work done.
3. All parents and neighbors of 4-H members encouraged to attend.
4. Serving of refreshments prepared by 4-H members at certain stated times.
5. 4-H programs in which demonstrations are given by Club members and talks are given by outstanding friends of 4-H work.

6. Important program features:

4-H music.

Pledge of allegiance and 4-H Club pledge.

7. Statement of 4-H goals set up locally and progress made toward attaining them, especially in relation to the 10 4-H guideposts; reference to national 4-H goals in connection with the present peacetime situation.
8. Some 4-H ceremony to help members to live up to the ideals embodied in the 4-H Club pledge, particularly in relation to the 4-H guideposts. Such a ceremony might well be developed by the members themselves.
9. Public demonstrations showing what can now be done locally to help carry out the 4-H Club theme.
10. Report of new members enrolled since National 4-H Achievement Week, followed by a 4-H admission ceremony.
11. Report of special 4-H activities to date by 4-H members.
12. Announcement of plans for special 4-H programs for the 15 to 21 age group.
13. 4-H citizenship ceremonial.
14. Inspirational talks by outstanding citizens.

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"Character is a by-product of what we do - planning, checking, executing our everyday tasks, out of which are forged the ideas and ideals that make possible the great achievements of life."

SOME SUGGESTIONS FOR LOCAL 4-H PUBLICITY

1. Provide editors of local papers with material in relation to the general theme accompanied by information on national and local 4-H accomplishments. Stories of outstanding achievements of 4-H members are especially effective.
2. Consult managers of local stores regarding window displays. Some have special plans already under way. Furnish 4-H products for display purposes.
3. Send circular letters to all local leaders, presidents of clubs, and parents of club members, acquainting them with plans for National 4-H Club Week and what they are expected to do. Circular letters concerning National 4-H Club Week may also be sent to 4-H members.
4. Make contact with local radio and television broadcasting stations regarding special 4-H programs during National 4-H Club Week, highlighting the main 4-H theme, the 10 4-H guideposts, achievements of local 4-H members, as well as the extent of 4-H Club work today.
5. Plan with other local 4-H leaders various ways of reaching more young people with the 4-H program.
6. Announce 4-H Club calendar and plans for ensuing year, as formulated by the local 4-H Clubs.
7. Put 4-H posters and 4-H window cards in public places throughout the county. See that 4-H signs are in the home windows or on the gate posts of all 4-H members.
8. Obtain the cooperation of the local clergy and the teachers. Supply them with information regarding National 4-H Club Week and 4-H plans for the ensuing year.
9. Use the illustrations at the end of the circular.
10. For other suggestions, refer to previous manuals on National 4-H Club Week which may be in the county extension files.

WHAT ARE THE 4-H CLUBS?

The 4-H Clubs are organized groups of young people who are engaged in farming, homemaking, or community activities under the guidance of cooperative extension workers and local volunteer leaders trained by them.

4-H Club work is a part of the national system of cooperative extension work in agriculture and homemaking, in which the United States Department of Agriculture, the Oregon State College, and the county extension organization participate.

Any boy or girl between the ages of 10 and 21 years who agrees to "learn by doing" may enroll in a 4-H Club. The club elects its own officers, plans and carries out programs based on the needs and interests of the young people, holds regular meetings, and takes part in community activities. There are 4-H Clubs in practically all counties of every State, and in Alaska, Hawaii, and Puerto Rico.

The program is helping to increase farm incomes, improve standards of living, increase the satisfactions from community life, and prepare young people for adult responsibilities.

To help prepare tomorrow's citizens physically, mentally, and spiritually, 4-H Club work provides opportunities for voluntary participation in programs, built on needs and interests, through which 4-H members develop talents for greater usefulness, join with friends for work, fun, and fellowship; learn to live in a changing world; choose a way to earn a living; produce food and fiber for home and market; create better homes for better living; conserve nature's resources for security and happiness; build health for a strong America; share responsibilities for community improvement; and serve as citizens in maintaining world peace.

-- An Oregon Editorial

MATERIALS FOR CIRCULAR LETTERS

Many itemized suggestions contained in this manual regarding the observance of National 4-H Club Week can be issued to advantage in letters to local leaders, presidents of clubs, and parents of club members. Reference may also be made to previous manuals in which suggested circular letters are included. Messages by prominent officials and other materials will be ready for distribution by February 1.

It is important that local leaders be given as much assistance as possible. A suggested letter to local leaders from the county extension agent follows:

TO ALL LOCAL 4-H CLUB LEADERS:

Subject: Observance of National 4-H Club Week, March 3-11.

Let us begin early to plan for the observance of National 4-H Club Week, March 3-11, by calling attention to the observance of the Week at your club meetings, particularly in February. Let us see to it that every 4-H Club encourages its observance by the entire community.

Theme: Working Together for World Understanding

Main Objectives: To help 4-H members --

1. To develop their own 1951 plans, based on their 1950 achievements, particularly on the local and county basis. "Once a 4-H member - always a 4-H member."
2. To check on their supplies and equipment to insure satisfactory completions of the project work.
3. To obtain the needed supplies and equipment.
4. To announce the 4-H calendar of work for the year.
5. To tell the 4-H story of their own 4-H experiences.

County and Local Resources:

The observance of National 4-H Club Week may be highlighted by means of:

1. Daily and weekly news channels in local papers.

2. Window displays with 4-H members participating.
3. Local 4-H programs at special 4-H meetings, tours, and parades.

4-H members may parade in the new green cape and hat designed for such occasions.
4. 4-H movies at local theaters.
5. "National 4-H Club News."

Contains many helpful ideas for observance of the Week. Encourage use in local 4-H Clubs.
6. Local 4-H radio broadcasts and television shows.
7. Send reports on 4-H Club Week to county extension agents.
8. Special 4-H ceremonials, luncheon and dinner meetings.
9. Use of 4-H posters and stickers.
10. Circular letters to all 4-H officers and committee members regarding suggestions for observance of National 4-H Club Week.

Many experienced 4-H leaders believe that it is most important to observe this Week because of its great value in helping young people to reach the 4-H goals. Such effort is essential to the normal, steady growth of every boy and girl in helping him to see the job through - which, in turn, does much toward the building of staunch character. Let us do our full part to make the observance of National 4-H Club Week a powerful force for good in strengthening the 4-H program everywhere and in helping the young people participating to gain those satisfactions that come from a realization of doing their full part of the world's work.

Most sincerely,

(County Extension Agent)

SUGGESTED HEADLINES FOR ARTICLES IN PAPERS

The President Pays Tribute to the 4-H Clubs of the Nation.

The Theme, "Working Together for World Understanding," Features the 1951 National 4-H Club Week.

4-H A Sound Investment.

Your 4-H Clubs Have Given America One of Its Most Priceless Gifts - the Training of Youth for the Future. Reward Their Work and Faith with Your Support.

4-H Experiences of Much Value in Leadership and Citizenship Development.

Give Your Full Support and Consideration to All 4-H Club Work. A Little Time Spent Now Will Reap a Big Dividend Later.

4-H Program - Real Preparation for the Job of Living.

"Volunteer Leaders Make 4-H Possible," State Leader Says.

The American Way of Life is the 4-H Way - So America Salutes.

4-H Week Is Observed Across the Nation.

Parents Play on the 4-H Team.

Head, Heart, Hands and Health Properly Developed Are the Four Essentials for a Good Citizen.

Rural Youth Organization Is Inspiration to Club Members.

We Are Proud To Be Able to Serve the 4-H Clubs of _____ County.

4-H Clubs Throughout Nation Take Stock, Map Future Plans.

National 4-H Club Week Mirrors Spirit of Great Youth Program.

We Celebrate National 4-H Club Week.

4-H'ers, the Keys of the City Are Yours.

Cooperate with the Youth of Your Community in Observing National 4-H Club Week - March 3 to 11.

Governor _____ Proclaims 4-H Club Week March 3 to 11.

Make National 4-H Week March 3-11 Count.

Parent Support Is Important Asset in 4-H Club Program.

4-H Club Work Trains Tomorrow's Citizens for Happy, Useful Lives.

SUGGESTED ITEMS FOR USE IN DISPLAY ADVERTISEMENTS

4-H IS A GOOD INVESTMENT

Yes, you'll have to look far for a better investment in the future of your sons and daughters. It's an investment that will pay off in better homemakers and more skilled farmers, better personal development for your youngsters, more friends, and money earned and saved from project work. You invest nothing but your cooperation and the returns are great.

(Sponsor's Name Here)

FOR A BRIGHTER TOMORROW

Yes, 4-H Club work does mean a brighter tomorrow to boys and girls who take advantage of its well-rounded program. It's an organization of young people 10 to 21 years of age who want a more promising future for themselves.

(Sponsor's Name Here)

WE'VE BEEN WATCHING 4-H'ERS

We've seen them grow and develop into an organization that benefits rural youth in (State). We've watched them as they've included more and more activities in their program. We've watched them improve their project work as they have learned better ways of doing many farm jobs. We've watched them as they have become better and better citizens. We're proud to support 4-H Club work. During this National 4-H Club Week, we hope everyone will take advantage of the opportunity to learn more about this great youth movement. Congratulations, 4-H boys and girls.

(Sponsor's Name Here)

SUGGESTED ITEMS FOR USE IN DISPLAY ADVERTISEMENTS

OUR 4-H PLEDGE

We pledge our support to the 4-H Club program and to the principles for which it stands. We believe that "Working Together for World Understanding" will promote the Four-Fold development of our rural youth of today, and help them to become the leaders of tomorrow.

(Sponsor's Name Here)

CONGRATULATIONS, 4-H LEADERS

Congratulations, 4-H Leaders of (County). You realize the great responsibilities that have been given you in helping these 4-H'ers become the kind of adults this Nation needs. We know that often you are busy with your own work at home, but time and again you've worked a little faster and stayed up a little later in order to make your club click. Good luck.

(Sponsor's Name Here)

4-H CLUB PARTICIPATION PROVIDES--

1. Inspiration
2. Training and Experiences in Cooperation.
3. Leadership
4. Community Service
5. Good Citizenship

That's why we say 4-H Club Work is the finest possible training for boys and girls. Keep up the good work, 4-H boys and girls.

(Sponsor's Name Here)

NATIONAL 4-H CLUB WEEK

A Suggested State Report

(Abstract from a State Club Leader's Letter)

National 4-H Club Week has come and gone! We have saved, for you, copies of all the publicity material sent out in regard to the Week. These include:

1. Letters to the agents on January 20 and again on February 16 listing plans made here to help them with publicity along with suggestions relating to use of 4-H manual on Observance of National 4-H Club Week.
2. Several fill-in stories.
3. Letters to the 200 editors suggesting editorials. (This received very good response last year. Clippings are just coming in from the counties.)
4. Two releases to all dailies.
5. Copies of 2 mats sent to all dailies and weeklies. (These were well used.)
6. Letter to agents with messages from the President and our Governor.
7. Letter to agents regarding broadcasts.
8. Samples of Farm and Homemaking radio news flashes sent to all agents.
9. Seventy-five mats made of five of cartoons in National folder—all used by county or local papers.

Capitol Day: The annual 4-H Club visit to () was held on March 7 and 8. This event which is conducted by the State 4-H Federation is open to two club members and one adult from each county. The attendance of 150 this year represented 50 counties. Included in the program are a visit to a session of legislature, tour the Capitol and State Office Building, an audience with the Governor and breakfast with their assemblyman.

County Activities: The county reports show a large number of window display contests and a goodly number of broadcasts. 4-H signs on gate-posts and in windows made those traveling the highways conscious of the large number of boys and girls engaged in 4-H Club work. All in all, we had a fine State coverage of publicity.

Signs by the Wayside

A well-known firm has made famous a type of roadside publicity which is easy for 4-H boys and girls to duplicate. A jingle, a stretch of roadside, some poles and lettered boards will do the trick. Below is a sketch showing how it might look. The signs should be 5 or 6 feet high, so as to be at eye-level with passing motorists.

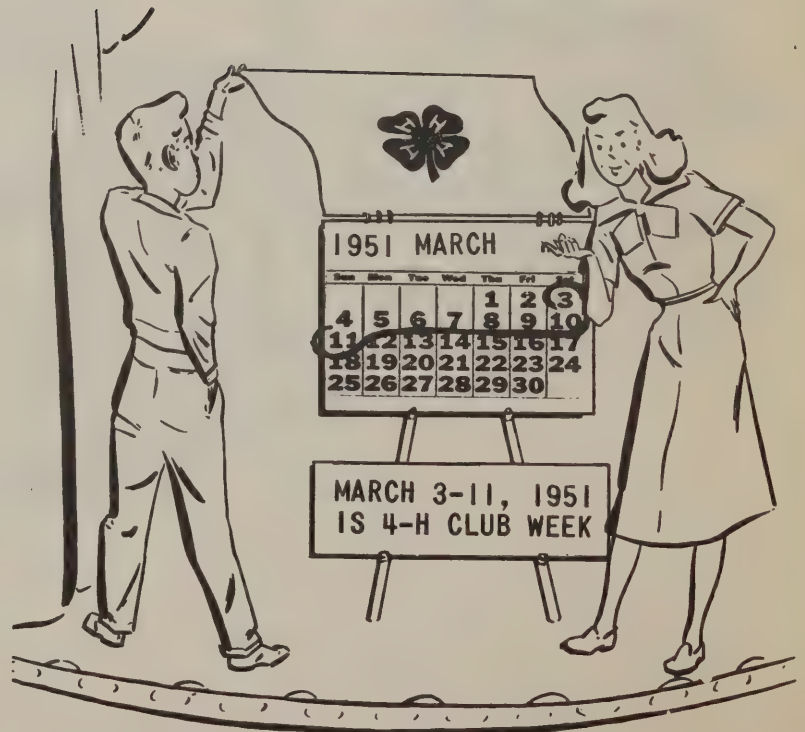


SPOTS

Full Steam Ahead!



Working
Together
For
World
Understanding.

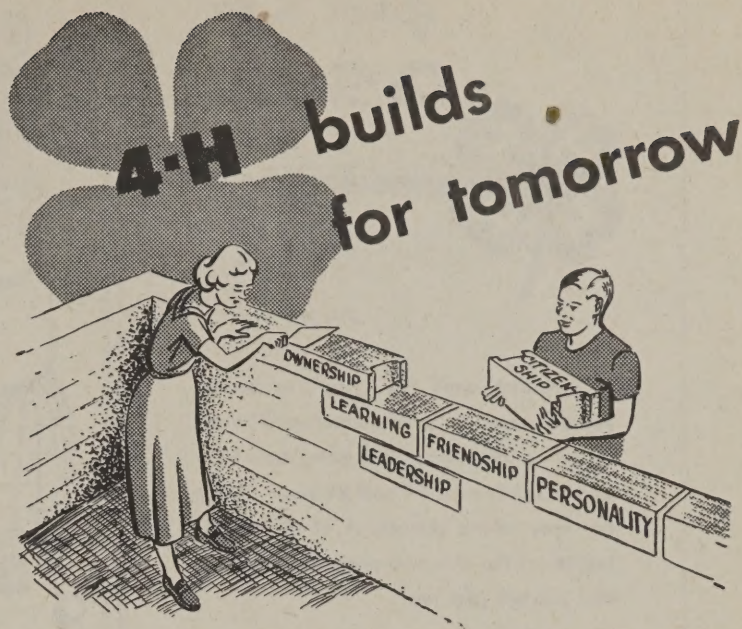


Illustrations on this and the following page prepared by Wayne E. Swegle, John Allie, and Jarles Alberg, Iowa State College, Ames, Iowa.



4-H IS THE LARGEST YOUTH ORGANIZATION IN THE WORLD DEDICATED TO THE IMPROVEMENT OF BOYS AND GIRLS

Mat No. 209



Mat No. 211



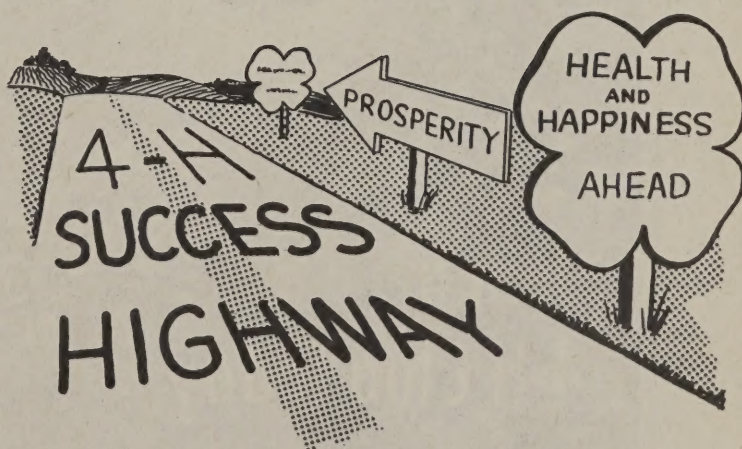
Mat No. 201

HERE COMES THE

4-H BANDWAGON

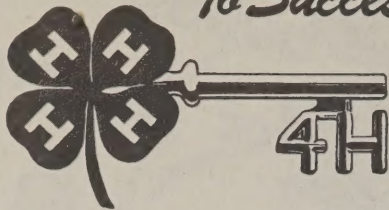


Mat No. 210



Mat No. 212

*Your Key
To Success*



Mat No. 110

4-H club work has proven to be the key to success for many farmers and home-makers in this county. And many more boys and girls between 10 and 21 years of age are now taking advantage of the opportunities of the 4-H club program. We hope that you will join, too.

A 4-H Booster



Mat No. 76

Get in the 4-H Picture



Mat No. 192

